

ORDER



KSJV

Orders	Order / Rev:	<u>105149</u>	
	Alt Order #:	<u>06838590</u>	KSNV
	Product Desc:	<u>AMER FOR PROSPERITY</u>	
	Estimate:	<u>466</u>	
	Flight Dates:	<u>08/28/12 - 09/03/12</u>	Primary AE:
	Original Date / Rev:	<u>08/06/12 / 08/06/12</u>	<u>Amy McCreary</u>
	Order Type:	<u>GENERAL</u>	Sales Office:
			<u>BLPHI</u>
			Sales Region:
			<u>National</u>
Agency	Name:	<u>Mentzer Media Services, Inc.</u>	
	Buying Contact:	<u></u>	
	Billing Contact:	<u></u>	
		<u>600 Fairmont Ave.</u>	
		<u>Towson, MD 21286</u>	
		Billing Type:	<u>Cash</u>
		Billing Calendar:	<u>Broadcast</u>
		Billing Cycle:	<u>EOM/EOC</u>
		Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Americans for Prosperity</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PLI2</u>	
	Priority:	<u>SELECT PRIORITY CODE</u>	
	Revenue Codes:	<u>POLITICAL/AGY, PISSTUE, GEN</u>	
		New Business Thru:	<u></u>
		Order Separation:	<u>00:15:00</u>
		Advertiser External ID:	<u></u>
		Agency External ID:	<u></u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	51	\$41,775.00	\$35,508.75	September 2012	51	\$41,775.00	\$35,508.75	0.00
					Totals	51	\$41,775.00	\$35,508.75	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share

Stock Share	Percentage	Value
KNSV	37%	\$41,775.00
Market	100%	\$112,905.41

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$33,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,710.14
KTUD	0%	\$0.00
KVVU	10%	\$11,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,258.11

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 6-7a	WakeUp w/Wagners	CM	6-7a		- TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP W/ WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		4		\$700.00									
E 2	KSNV	08/28/12	08/31/12	Today Show		CM	658a-9am		- TWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		3		\$1,400.00									
E 3	KSNV	08/28/12	08/31/12	M-F Today Show II	3rd HCM	CM	9-10a		- TWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		3		\$500.00									
E 4	KSNV	08/28/12	08/31/12	Dr. Phil		CM	3-4p		- TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		4		\$450.00									
E 5	KSNV	08/28/12	08/31/12	M-F Early News		CM	5-630p		- TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
EARLY NEWS 3 AT 5																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		4		\$1,000.00									
E 6	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel		CM	630-730pm		- TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		4		\$1,000.00									
E 7	KSNV	08/28/12	08/31/12	Face to Face w/ Ralston	CM	730-758pm		- TWTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00	
FACE TO FACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		3		\$800.00									
E 8	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven		CM	11pm-1135pm		- TWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NITESIDE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		3		\$1,100.00									
E 9	KSNV	08/28/12	08/31/12	The Tonight Show		CM	1135p-1237a		- TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	- TWTF--		4		\$425.00									
E 10	KSNV	09/01/12	09/01/12	Saturday Today		CM	7a-9am		-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	-----S-		1		\$625.00									
N 11	KSNV	09/01/12	09/01/12	Sa-Su Early News		CM	5pm-630pm		-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
EARLY NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	-----S-		1		\$650.00									
N 12	KSNV	09/01/12	09/01/12	Weekend Jeopardy/Whe	CM	630-730pm		-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00	
JEOPARDY/WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
		Week: 08/27/12	09/02/12	-----S-		1		\$500.00									
N 13	KSNV	09/01/12	09/01/12			CM	6:30-8pm		-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Vegas Inc.											
				Vegas Inc.											
				TO THE POINT											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S-	1	\$375.00	0.00						
N14	KSNV	09/01/12	09/01/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NITESIDE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S-	1	\$1,100.00	0.00						
N15	KSNV	09/02/12	09/02/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				News 3 Sunrise SUNDAY											
				NEWS SUN WKND											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S	1	\$325.00	0.00						
N16	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Sunday Today											
				SUN TODAY											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S	1	\$625.00	0.00						
N17	KSNV	09/02/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MEET THE PRESS SUN											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S	1	\$3,000.00	0.00						
N18	KSNV	09/02/12	09/02/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S	1	\$1,100.00	0.00						
N19	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPORTS IN VEGAS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 08/27/12	09/02/12	-----S	1	\$400.00	0.00						
N20	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				M-F 6-7a WakeUp w/Wagners											
				WAKE UP W WAGNERS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 09/03/12	09/09/12	M-----	1	\$700.00	0.00						
N21	KSNV	09/03/12	09/03/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 09/03/12	09/09/12	M-----	1	\$1,400.00	0.00						
N22	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd HOM	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				M-F Today Show II											
				TODAY SHOW 2											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 09/03/12	09/09/12	M-----	1	\$500.00	0.00						
N23	KSNV	09/03/12	09/03/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
				DR PHIL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 09/03/12	09/09/12	M-----	1	\$450.00	0.00						
N24	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Early News											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 09/03/12	09/09/12	M-----	1	\$1,000.00	0.00						
N25	KSNV	09/03/12	09/03/12		CM	630-730pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
JEOPARDY/WHEEL															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/03/12	09/09/12	M-----		1	\$1,000.00	0.00									
N26	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
Face to Face w/ J.Ralston															
FACE TO FACE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/03/12	09/09/12	M-----		1	\$800.00	0.00									
N27	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
M-F News 3 at Eleven															
NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/03/12	09/09/12	M-----		1	\$1,100.00	0.00									
N28	KSNV	09/03/12	09/03/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Tonight Show															
TONITE SHOW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/03/12	09/09/12	M-----		1	\$425.00	0.00									
													Totals		
													51 \$41,775.00		